***\*Photo Attached - CAPTION (left to right)***

***Deltona High School teacher Keith Wallace, Florida Department of Education Bureau Chief Joe Davis, Judge’s Choice billboard winner Jessica Lezcano and Florida Healthy Kids Executive Director Rich Robleto at the Florida KidCare Act-Out for Health Statewide Awards Ceremony. [Photo Credit: Jennifer Pensy, Salter>Mitchell]***

***\*\*Region 3 Winning Billboard Attached***

**NEWS**

For Immediate Release Contact: Jennifer Pensy, (850) 681-3200

February 1, 2011 [jennifer.pensy@saltermitchell.com](mailto:jennifer.pensy@saltermitchell.com)

Deltona High School Student Wins Competition to Promote Health Care for Uninsured Kids

*Florida Healthy Kids Corporation honors middle and high school students in   
statewide Florida KidCare Act-Out for Health Contest*

**Deltona, Fla.** – After reviewing more than 400 entries from middle and high school students across the state, Florida Healthy Kids Corporation Executive Director Rich Robleto recently named Deltona High School sophomore Jessica Lezcano the Judge’s Choice regional winner for her billboard design entry in the 2010-2011 Florida KidCare Act-Out for Health Contest [[www.actout4health.org](http://www.actoutforhealth.net/students/www.actout4health.org)]. Jessica was honored last month during an awards ceremony hosted by Florida Hospital for Children in Orlando.

The contest challenged middle and high school students to create television public service announcements (PSA) or billboard ads promoting Florida KidCare, the state and federally supported health insurance program for children under the age of 19.

“The goal of the Florida KidCare Act-Out for Health Contest is to not only foster creativity and engage young people, but also to give them access to Florida KidCare health insurance,” said Robleto. “The contest has proven to be a very effective outreach tool for Florida KidCare in schools and local communities. It’s a unique approach to outreach as the kids who entered our contest are using their voices and talents to promote the importance of health insurance.”

This is the third year for the annual contest, which was created to reach Florida children between the ages of 12 and 18 who are the least likely to have health insurance. The interactive contest website offered students a crash course in advertising, with everything they needed to create a highly customized ad. Contestants were offered the chance to win scholarships for their creative entries.

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“The Florida KidCare Act-Out for Health Contest creates excitement about graphic arts,” said Deltona High School teacher Keith Wallace. “My students had fun exploring different design techniques, all while promoting a program that impacts many families in Florida.”

To view all of the winning billboards and television PSAs, visit [www.actout4health.org](http://www.actout4health.org).

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***About Florida KidCare***

*Florida KidCare offers affordable, quality health insurance for children under the age of 19. Children enrolled in the program receive regular doctor’s visits, dental check-ups, and immunizations. For additional information please visit* [*www.floridakidcare.org*](http://www.floridakidcare.org)*.*